

CASE STUDY

# Global Expansion and VMware: Setting New Standards in Global Mobility

**GLOBAL  
EXPANSION**



**vmware**

## EXECUTIVE SUMMARY

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VMware by Broadcom delivers software that simplifies and unifies hybrid cloud environments for complex global organizations. By blending the scale and agility of the public cloud with the security and performance of the private cloud, it helps its customers modernize, optimize, and protect their applications and businesses everywhere.

Its software can be deployed in data centers, cloud environments, any app, and at the enterprise edge. This comprehensive portfolio makes global enterprises more innovative, connected, resilient, and secure.

After splitting from Dell, VMware needed to retain key stakeholders in countries where they lacked their entities. They faced a tight deadline to find a solution and transition away from Dell support to operating independently.

CASE STUDY

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**GLOBAL  
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# 01

## INTRODUCTION

VMware explored options for efficient and supportive solutions to fit their timeframe and retain key stakeholders globally after splitting from Dell.

The project lead worked with multiple business units worldwide to determine whether to use a global Employer of Record (EOR) or set up multiple entities. The tight timeframe and inadequate internal infrastructure made the EOR option more urgent.

VMware aimed to find an EOR with global experience, a large footprint, and the capability to manage the centralization process and quickly take over its global workforce from Dell.



# 02

## PROBLEM STATEMENT

The main challenge for VMware's project lead was transitioning legacy employees to multiple locations within a tight timeframe. Ensuring a smooth employee experience led them to use an EOR, as setting up everything internally was not an option.





# 03

## APPROACH & METHODOLOGY

After an extensive procurement process, Global Expansion (GX) was chosen as VMware's Employer of Record (EOR) provider. Our project management capabilities, global knowledge, and consultative approach, combined with our award-winning technology platform, ensured cost visibility and simplification. This platform provides leadership and managers with transparency over their global workforce.

### **GX's client service team worked with VMware's project lead to:**

- ✓ Use [Monday \(CRM\)](#) to outline each step of the EOR transition process.
- ✓ Give both teams visibility and assign program owners to each task.
- ✓ Provide ongoing and relevant training.
- ✓ Enter all EOR-related employees into the [GX<sup>1</sup> platform](#)
- ✓ Create a centralized system for tracking VMware's EOR population.

VMware and GX have conducted joint webinars and live events, showcasing our strong partnership.

# 04

## ANALYSIS

During our analysis, we thoroughly understood the external and internal requirements for VMware.

With our expertise in global legacy employee transfers, we manage each country's labor laws while prioritizing employee experience. Scheduling individual and town hall meetings within VMware's environment ensures the success of the transfer process.

Our people-first approach sets GX apart in the EOR market, providing a superior advisory EOR solution. We met and exceeded VMware's procurement requirements in compliance, policy and procedures, and data security.

### Results & Outcomes

GX completed the transfers ahead of the deadline set by VMware's parent company and conducted joint webinars and speaking engagements as true partners.

We scheduled individual meetings with each employee and their unit manager to review the transition, ensuring support and transparency about the new employment agreements before the current contracts expired.

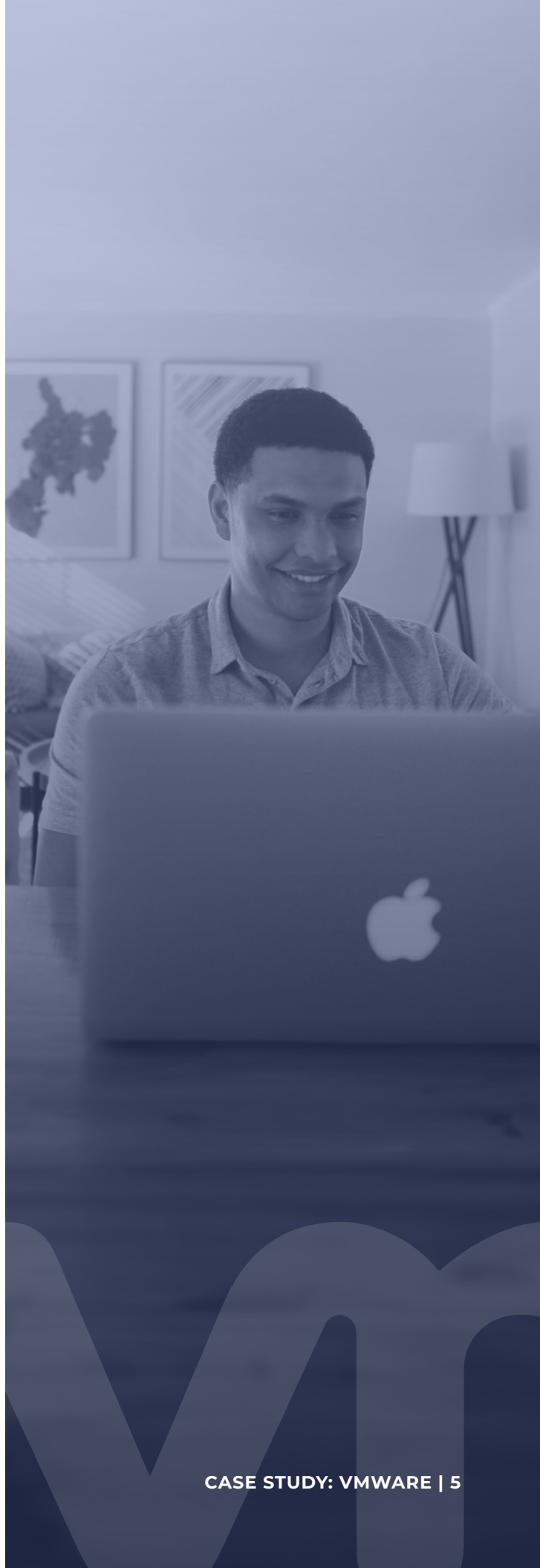
GX implemented a multi-phased project management board to keep the transition on time globally.

# 05

## LESSONS LEARNED & BEST PRACTICES

During discussions with VMware, it became clear that divestitures, splits, joint ventures, or mergers are rarely straightforward for companies.

Often, they lack the internal infrastructure to support such changes. Educating them on EOR options is crucial for a successful transition.



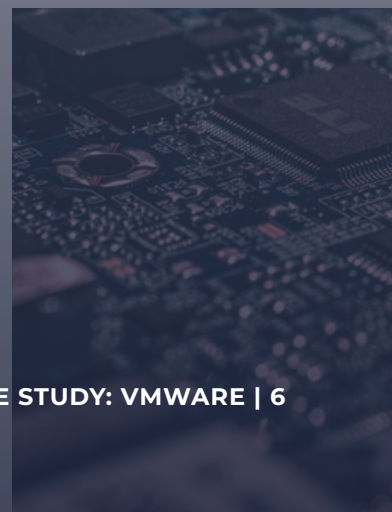
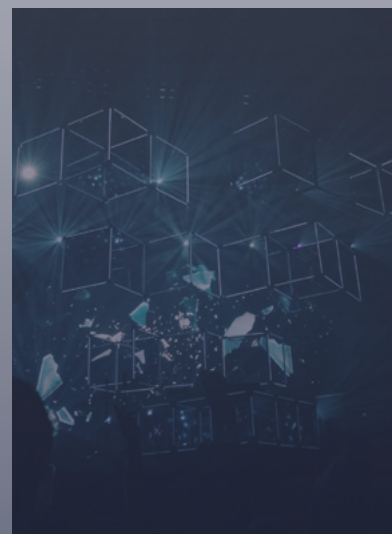
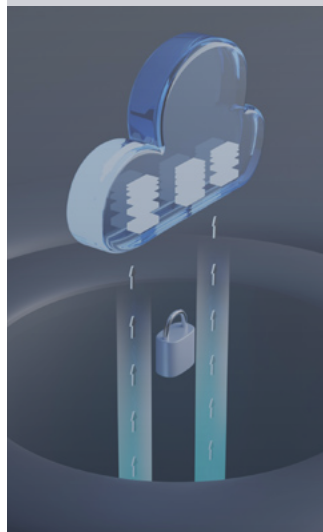
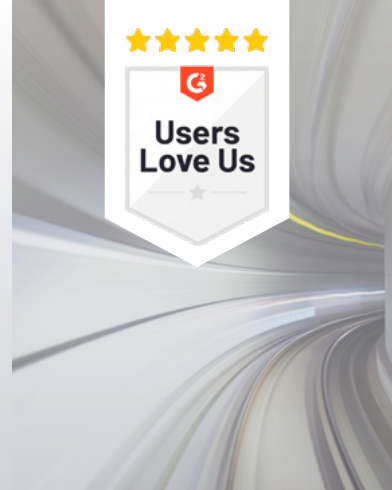


# 06

## CONTINUED SUCCESS WITH GLOBAL EXPANSION

Since partnering with GX in 2021, VMware has retained its key contributors without fail. We look forward to continuing our successful partnership.

VMware and GX continue to host joint webinars and speaking engagements on current trends in global mobility and employment.





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